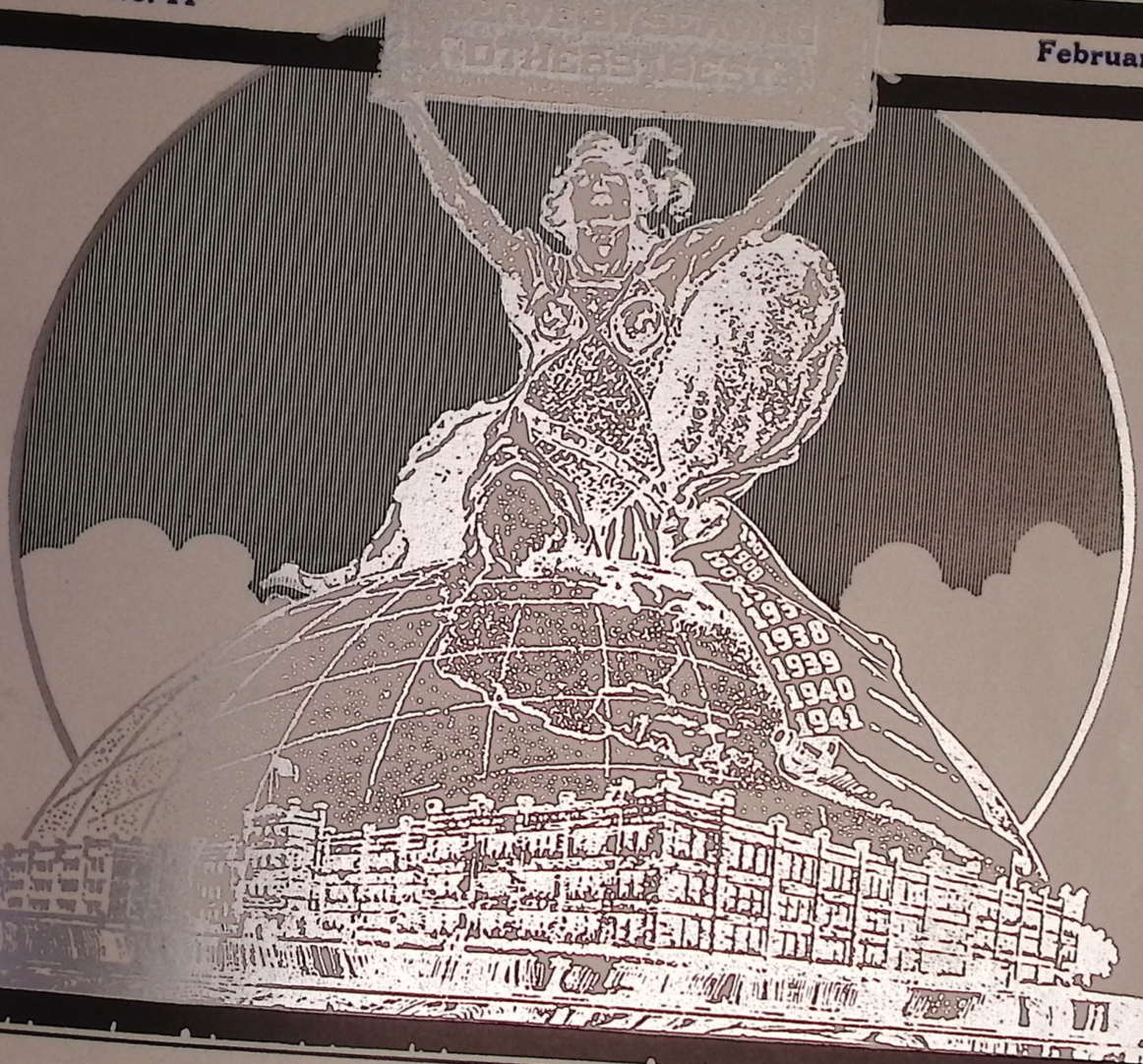
THE REVIEW

Vol. XXXV—No. 11

February 20, 1941



It's time now for

CONCENTRATION

READ what Jim Talcott says in this issue of REVIEW

KNOWLEDGE IS POWER

By KNOWING our line, by being able to present each subject in an interesting manner, by being able to answer every question and every objection in a logical manner, by being able to show the buyer how our good will advertising mediums can best serve him, we can be dominant leaders in our field.

The salesman who KNOWS his line fares forth with blazing faith and high courage. The salesman who has mastered his job carries with him a white-hot conviction which nothing can turn aside.

The man who KNOWS dominates every interview. He opens his sample case on every call. He forestalls every obstacle before it appears. He possesses power and persistance and a high quality of leadership.

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, FEBRUARY 20, 1941 No. 11

DOROTHY DURHAM SCHOOL
FOR SECRETARIES
"QUALITY NOT QUANTITY"

FLOOD BUILDING
SAN FRANCISCO, CALIFORNIA

February 11, 1941.

MR. J. MAC KEEVER
President Gerlach-Barklow Co.
Joliet, Illinois

Dear Mr. MacKeever:

For years I have promised myself a letter to you—a letter of appreciation and thanks.

You certainly must be an unusual combination of art and general utility. Your art shows in your choice of calendars and beautiful work, with beautiful thoughts accompanying them. As to the utility, you seem to be practical and have the common sense idea of putting over a practical thing.

It is rare that one finds such a combination and I think I can understand it in you because, to a certain degree I have within myself the love of the beautiful, but I try to have it not over-balance the side of my life that means business. Perhaps that is more or less cultivated within me because of the duties I must perform to help these young people in this world of strife to follow along a more equalized path, which of course means that they must think of the bread-and-butter as well as the aesthetic side of life. You, I think, have reached that to the 'nth degree, demonstrated by the fact that you are President of an organization that is making such a marked progress in the busi-

ness world and yet fulfilling its mission by adhering to the better side of life.

Our 1941 calendar, "Wanted—a Home," has met with greater success than any year before. I think it is because most young people like dogs; then too, there is the human element entering into the appeal of those fluffy little puppies. They make one feel like picking them up and squeezing them. Their eyes are so pleading, and that earnest entreaty is what I see every day as I look at the one on my desk. Dogs are God's faithful representatives — a lesson to selfish man, don't you think?

Success to you and may your life prove in the future as helpful to all your patrons as it has to me.

Sincerely yours,

DOROTHY DURHAM SCHOOL FOR SECRETARIES,
(Mrs.) Dorothy Durham, Manager.

* * *

CHECKS, BALANCES AND ORCHIDS

I'm "sneaking" this letter into the REVIEW this week—with the aid of the editor—while Mr. MacKeever is away. You know the one about "When the Cat's Away, the Mice Will Play." I hope I don't get into hot water. You know our chief is a modest man. That's one of the best things about him. On one or two occasions when I have heard people compliment him on his accomplishments as head of the business his reply was "The people in the business make the business."

I feel sure you will all be interested in Mrs. Durham's letter because to me it is a perfect expression of the power of good will advertising and of the spirit of The Gerlach-Barklow Company—what the company and the people in it stand for. And isn't it a fine expression of the value of keeping checks and balances on ourselves and of "presenting orchids" to those we come in contact with when an occasion to do so presents itself?

I think you'll all join with me in saying "Orchids to you, Dorothy Durham, and more power to you in teaching the young people of today how to keep well balanced."

EVA MAY SYPHER,
Secretary to J. MacKeever.

CONCENTRATION!

"I've got to make a change in my selling methods. They haven't been so hot. I've tried to sell the whole line at once. I'm going to concentrate on one featured item and plug on that hard. When I've got that sold, I can lead into other articles and the line in general." That's what Skeezix says in the Gasoline Alley cartoon on February 11th. Skeezix is not quite twenty, but he has learned a most important lesson in selling that applies 100% to Gerlach-Barklow selling.

Many fine orders have been repeated in recent issues of the REVIEW on the News Quiz. These orders were not sold by showing the whole line. They were sold by "concentrating on one featured item." There are prospects waiting for a monthly house organ, and this great advertising campaign deserves some concentrating on your part. A minimum order for 100 per month amounts to $112.00, payable $9.33 per month—a nice day's volume and well worth a full day's time.

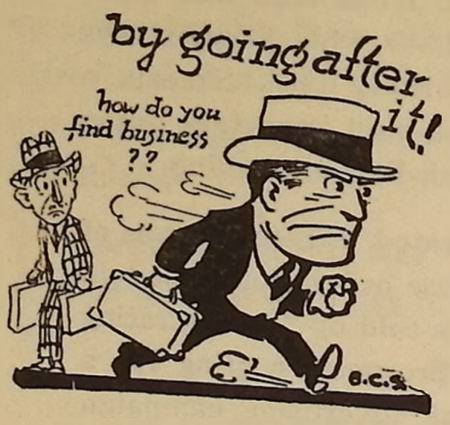
Just because your first presentation does not result in an order does not justify quitting. Look through the classified section of your telephone directory and select manufacturers or service supply houses that have a limited list of prospective customers. They are all ideal prospects for house organ folders.

The secret of successful selling today is in concentration or specialization on one idea at a time. It takes experience to succeed and you can only get experience by practice. If your first trial doesn't result in an order, try at least six carefully selected prospects.

This is a good time of year to start monthly service accounts. The repeat value of regular mailings accomplishes wonders and every Gerlach-Barklow salesman can increase his earnings by learning how to sell it.

James R. Talcott

HERE'S HOW GO-GETTERS FIND BUSINESS



You're Still Keeping Faith with Your Customers, Your Home Folks, Your Employes and Yourselves.

Geo. H. Maloney, of New York, tops the list of Go-Getters with $1,500 in two sales. His first is a $1,300 sale of "Silver Dawn," to a PAINT AND COLOR MANUFACTURER, an old customer. Mr. Maloney's second appearance in the column is due to a $200 sale of Class Y blotters to a STORAGE WAREHOUSE COMPANY, also an old customer.

R. S. Osburn makes the column twice, the first time with a sale of "The Light of Her Eyes," in R9, sold to a PAPER MANUFACTURER for $627. Mr. Osburn's second appearance is a $100 sale of "Playmates," in SQA-3, to an ENGRAVING COMPANY, a new customer.

E. P. Pittman, of Texas, sells "Peekaboo" in billboards and hangers, to a MACHINE SHOP specializing in automotive parts, for $258.

A SQUARE DEAL OR NO DEAL
Sold by C. P. Cook on "Spanky's Safety School" to a Plymouth Dealer

Allen Cooper, of Illinois, made a $206 sale of "Houghton Mill" in billboards and hangers, to an ABSTRACT AND TITLE GUARANTEE COMPANY, a new customer.

W. F. Dunlap, of Georgia, made a $100 sale of R19 Religious Calendars to a FUNERAL DIRECTOR.

Bill Ehlinger, of Minnesota, sold "Houghton Mill" in R2 and R8, to a MANUFACTURING CONCERN for $152.

B. W. Alexander, of Missouri, made a $400 sale of "Spirit of

YOU FURNISH THE GIRL—WE FURNISH THE HOME
Sold by Ben Gatliff on "Blue Heaven" to a Furniture Dealer

LOANS FOR HAPPINESS
Sold by Leonard Smith on "Bluebird Family" to a Loan Company

America" to a FINANCE COMPANY, an old customer. This order calls for "Spirit of America," patriotic subject, in R4, R9 and AM33.

Miss Katherine Melcher, of Wisconsin, appears twice in the column for a total of $400. The first is a $300 sale of "My Blue Heaven," sold to an ICE CREAM MANUFACTURER, an old customer. Her second is a $100 sale of "Scenes of My Childhood" to a STATE BANK, also an old customer.

H. D. Evans, of New York, made a $200 sale of "Air Pilots" to a PIPE MANUFACTURER, an old customer.

E. E. Meyer, of Pennsylvania, makes a $150 sale of "Proud Mothers" to a FUNERAL HOME.

Mr. Meyer also makes a $250 sale of business calendars to a BUILDERS' SUPPLY HOUSE.

Isidor Siegel, of New York, sells "A Long Life and Healthy One," in the S257 Dairy Calendar, to a DAIRY, a new customer, for $270.

Harold Ricker, of Massachusetts, makes the column twice for a total of almost $300. The first is a $186 sale of "Christmas Night on the Range," to a COOPERATIVE BANK, a new customer. Mr. Ricker's second is a $102 sale of fold-over greeting calendars to a REAL ESTATE AND INSURANCE AGENT.

WE TOP 'EM ALL
Sold by Lynn Walker on "Houghton Mill" to a Roofer

Geo. R. Long, of Delaware, made a $137 sale of "Here Peace and Happiness Abide," sold to a DEALER IN HARDWARE AND BUILDING MATERIAL.

A. McWilliams, of Virginia, made a $125 sale of Knives to a BAKERY, a new customer.

Rudy Maddox, of South Carolina, made a $179 sale of "All-American" billboards to a BAKERY, an old customer.

W. M. Harrison, of Massachusetts, sold News-Quiz to a BRASS MANUFACTURING COMPANY, an old customer, for $235.

Jim Hartman, of Kansas, sells the new Will Rogers subject in billboards, hangers and deluxe calendars to a FUNERAL DIRECTOR for $280.

Isidor Siegel makes a $254 sale of "Spirit of America" to a DAIRY, a brand new account created by Mr. Siegel.

George H. Maloney makes his third appearance in the column with a $225 sale of Class X "Crandell Creations" to a COLD STORAGE CO.

A PEACEFUL PLANTING MAKES A PEACEFUL HOME
Sold by George Wolfe on "Peace and Happiness" to a Nursery

BUILD WITH OUR LUMBER — KEEP WARM WITH OUR COAL
Sold by E. V. Harris on "Scenes of My Childhood" to a Lumber Dealer

Bert Stiff makes a $225 sale of "Steady" in billboards and hangers to a WHOLESALE DEALER IN TOBACCO AND CANDY.

P. M. Winter sold "Spirit of America" to a COAL DEALER for $200.

Albert J. Morrier made a $131 sale of "When a Feller's Got a Friend" to an ORIGINAL PACKAGE LIQUOR DEALER.

A. H. Streeter made a $119 sale of "The Light of Her Eyes" to a CONTRACTOR'S SUPPLY DEALER.

J. W. Hatch sold " My Bonnie Lies Over the Ocean" to a SAVINGS BANK to advertise, "A GOOD BANK IN A GOOD TOWN." The order calls for 100 R-2 billboards and amounts to $101.

Tom Perrott sold "Houghton Mill" to a FUNERAL HOME for $105.

Larry Moss made a $100 sale of "Puppy Love" to a FUNERAL HOME.

Mr. Houison sold 100 "Steady" in R2 billboards to a PLYMOUTH AND DE SOTO DEALER for $101.

Cliff Higgins made a $111 sale of R19 Religious Calendars to a FURNITURE DEALER.

Mrs. Fannie Peterson, of Ohio, made a $157 sale of "The Guiding Hand" with Better Homes-Better Gardens pad, to a LAUNDRY, a new customer.

SERVICE IS NOT OUR MOTTO—IT'S OUR BUSINESS
Sold by Phillips on Fans to a Service Station

L. B. Nobles, of Texas, sold SQA-1, "Kiddie Ambitions," to a FLORIST, an old customer, for $100.

Jack Saunders, of Michigan, made a $100 sale of "Their Priceless Heritage" in R4 billboards, to a FUEL AND ICE COMPANY, an old customer.

John S. Petko, of Ohio, sold "Spirit of America" in R4 billboards and R9 hangers, to a NATIONAL BANK, an old customer, for $100.

L. W. Thompson, of Missouri, made a $100 sale of Religious Calendars, R19, to a FUNERAL HOME.

A. A. Bender, of Ohio, made a $100 sale of Memorial Record Books to a FUNERAL DIRECTOR.

R. S. Osburn, of Illinois, makes the column a third time with a $146 sale of Class X "Sailing Ships" blotters to a MANUFACTURING COMPANY.

INSURANCE IS OUR BUSINESS—NOT A SIDE LINE
Sold by J. P. Wood on Business Calendars to an Insurance Agency

THE GUIDING HAND IN MATTERS OF INSURANCE
Sold by P. M. Winter on "The Guiding Hand" to an Insurance Agent

P. C. Earl, of New York, makes a $142 sale of business calendars to a STATE BANK, an old customer.

Tom Orvis, of Ohio, sold "My Blue Heaven" in R9A hangers to a LAUNDRY for $108. The copy on this order reads, "Meet One of Our Particular Customers."

Mr. Houison, of California, sold "Rah! Rah! Rah!" in R9A to a FISH DEALER, an old customer.

Cecil Nixon, of Montana, sold "Forever Yours" to a HOTEL, an old customer.

O. O. Noell, of Kansas, created a new account with a sale of "My Bonnie Lies Over the Ocean" and "Houghton Mill," to an ELECTRICAL CONTRACTOR, a new customer.

Perc Earl appears again in the column with a $105 sale of "Here Peace and Happiness Abide" sold to a FUNERAL DIRECTOR.

Carl Wunderlich, of Indiana, made a $100 sale of "Friends Who Remembered" to a FUNERAL HOME and a $100 sale of "Spirit of America" to a COAL DEALER.

Albert J. Morrier sold 500 "Spirit of America" Posters to a SAW MANUFACTURER.

Jack Moore, of Indiana, sold 300 Farm Record Calendars employing the subject "Puppy Love" to a STATE BANK.

Larry Moss sold 250 "Their Priceless Heritage" hangers to a FUNERAL HOME.

BLUEBIRDS FOR HAPPINESS—OUR SERVICE FOR SATISFACTION
Sold by Ben Bercovit on "Bluebird Family" to a Machine Shop

A. H. Oschmann, of Indiana, sold "Spirit of America" billboards to a NATIONAL BANK to tell the public "OUR SERVICE MAKES FRIENDS."

Mrs. Fannie Peterson sold 400 Dairy Calendars employing the subject "A Long Life and a Healthy One" to a DAIRY.

Norman Wilson sold 1000 Art Mount Calendars to a SERVICE STATION.

King Gerlach sold 400 "Spirit of America" Art Mounts to a STANDARD OIL DISTRIBUTOR.

Tom Perrott sold 150 "Spirit of America" Billboards to a DEALER IN BUILDING MATERIALS.

Ralph Bond, of Wisconsin, sold "The Joy of Living," in R9 hangers, to a BEVERAGE MANUFACTURER, an old customer.

BEST FOR YOU—AND BABY TOO
Sold by H. R. Messick on "Puppy Love" to a Dairy

IF YOU HAVE AN APARTMENT BUILDING ON YOUR HANDS --

"Sell it with Flowers"

Donald F. Moore, Chicago real estate and insurance man, uses post cards and blotters to win good will. To remind folks of his good insurance service, he employs Kiddie Post Cards with special picture paragraphs.

To tell apartment building owners about his management service, Mr. Moore makes monthly mailings of blotters. His current series is "Friendly Flowers," and they DO sell goods, as proved by the following letter to Nick Osburn, who handles Mr. Moore's account:

DEAR MR. OSBURN:

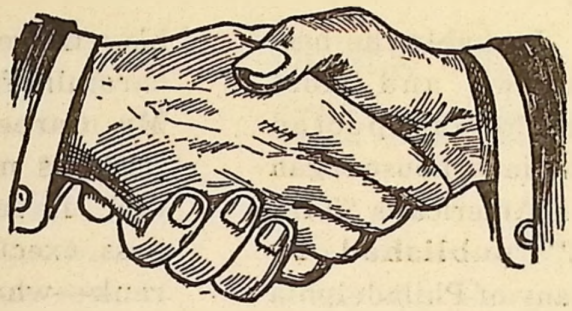
I have, as you know, been using a monthly mailing of a series of blotters which your Company has been furnishing me, to owners of apartment buildings in the immediate vicinity in which my office is located. The purpose of the series has been to stimulate the increase of our management business. I thought you might be interested in the fact that these blotters produced a prospect for the purchase of an apartment building. We were successful in selling these people a six-apartment building that paid us a sizeable commission. The small cost of the blotter series has already been paid for a number of year's to come.

The nice thing about it is that we did not expect to obtain any purchasers for apartment buildings, but hoped only to obtain new management business.

Very truly yours,

DONALD F. MOORE.

Did these blotters pay for themselves? Yes, says Mr. Moore! Whatever your product, you can "sell it with flowers"!



SHAKE HANDS WITH SUCCESS!

Know your new Direct-Mail Line, and you'll know how to win plus business and make more money!

Shipment No. 6 is in your hands. Look at the fine new ideas in prints, blotters and mailing cards. They're the key to more and better business in 1941.

One of the first things you will see is that the new blotters and mailing cards are in tune with the times. They set the stage for patriotic advertising, but they are adaptable to straight blotter advertising without specific mention of National Defense or Americanism.

For instance, the borders on the "Kiddies, Inc." blotters are red and blue, and the ad space is white. It's a bright, All-American color scheme. With the imprint in blue, the effect is more pronounced. If something more conservative is desired, the ad can be printed in black.

The same is true of the fine "Our America" landscapes. The pictures are scenes we love. The white ad space is bordered by a shield-shaped red design. The ad is printed in blue. But if a straight landscape series is desired, the ad can be imprinted in green or black.

Many buyers will welcome the potently patriotic new mailing cards, Class A-12 and Class D-3. These designs work out wonderfully with such pictures as "Sailing Ships," "Our America" or a kiddie series.

And how were the new pictures selected? In answer to YOUR requests, and the present-day demands of buyers!

"Brainy Bow-Wows," for instance, is for the buyers who want their dogs to look real. The pictures were done in water color by Morgan Dennis, America's top animal illustrator. They are perhaps the most colorful series Mr. Dennis has ever painted, for his usual technique is pen-and-ink sketches. Besides their attention-value, the new dogs illustrate favorite business epigrams and mottoes.

"Kiddies, Inc." is a swell series, packed with humor and interest. The kiddies are out to make money—for YOU!

STUDY THE WHOLE LINE. Read the bulletin carefully. Then make money with the new blotters, mailing cards and monthly-service pictures. Buyers want 'em—NOW!

THE PASSING SHOW

A NOTED BUSINESS EXECUTIVE PRAISES HOLIDAY GREETINGS

Probably the best known and most highly respected business house organ in America is "THE HOUGHTON LINE," published by E. F. Houghton & Company of Philadelphia and edited by Aaron E. Carpenter, firm president. Most of the editorial matter in this splendid publication is written by Mr. Carpenter himself, and reflects his own opinions. In the January-February issue Mr. Houghton ran an article on "The Merry Christmas Racket" in which he claimed that "Celebration of Christmas has become America's biggest racket." His contention, put in a nutshell, is that the present-day Yuletide is over commercialized and over done, and that—as far as the adult phase of it is concerned—it needs to be de-emphasized. However, after building up his case against the "racket" side of Christmas, Mr. Carpenter makes this comment:

> "I don't feel this way about Christmas cards. A Christmas card, especially if it has some originality about it, is a pleasant reminder of old friends. Every year when Mrs. Carpenter and I go over our cards we are delighted to find cards from friends whom we have not seen or heard from in many years."

That seems to be a pretty good answer to the objection sometimes raised by buyers that: "Christmas cards may be all right for the women, but business men don't even take the time to look at them." Mr. Carpenter is one of the busiest executives in America, yet—by his own admission—he not only "goes over" the cards he and his wife receive, but he takes time to carefully from whom they came. We Mr. Carpenter speaks for practically business men when he makes this tion. In fact, we have yet to meet a ness executive—no matter how high rank—who does not "look over" and ure the Holiday Greetings which receives.

* * *

DO THE people of Europe really VALUE liberty? Now that Bulgaria and Turkey have knuckled down to Hitler, it seem that few of the nations of the World care enough about their own independence to be willing to fight for it far only Poland, Finland and Greece—cluding Britain, of course—have had courage to put up a real scrap. All the have followed the one-way road to Berchtesgaden. Sometimes, when we read speeches, we think there are some Senators and Congressmen who would be willing have America take the same road.

* * *

BIGGEST BUILDING SEASON IN OVER A DECADE IS HERE

What will certainly be the biggest building season in the past three years will soon be already under way. In fact, as work is already under in the Southern states, it may truthfully said it is already here. During the five weeks of 1941, a total of 11,793 homes were started under FHA inspection —an increase of 48.2 per cent over same period last year. Applications during the same period came to 15,531—an crease of 33.1 per cent over the first weeks of 1940. Reports by the F. W. Dodge Corporation show residential contract awards for 16,936 projects placed in the 37 eastern states during January, 1941, as compared with 10,132 in January of last year—a gain of 68 per cent. The United States Savings and Loan League reports the most active December since its records of loaning activities to members began. The 1940 total topped that of 1939, itself a nine-year record-breaker, by 21.6 per cent. With the building of 650,000 new homes forecast for 1941, this year will TOP EVERY YEAR SINCE 1928. What an ideal time to sell some of our DAD Series of Homes! Are you calling on the firms that cater to the home-building industry? There are hundreds in each sales territory, and they are all red-hot prospects RIGHT NOW!

* * *

WE CAN'T see why there is such fear in THIS country over the might of Nazi arms. The only real test to date came at Dunkirk, and there—badly outnumbered, badly outflanked, and with far inferior equipment—Britain succeeded in fighting the German armies to a standstill while it accomplished the unparalleled feat of rescuing 375,000 soldiers BY SEA. Someday the battle at Dunkirk will be seen in its true light—not as a retreat, but as one of the greatest military, naval and air victories in all history. The whole Axis combined would have as much chance of whipping us in THIS country as this writer would have of knocking-out Joe Louis. However, we are for all-out aid to Britain for the simple reason that a totalitarian world would be fatal to American democracy.

BUSINESS INDEX STILL SOARING

The index of business activity is now runing at about 145—so far ahead of anything ever known that it is futile to make comparisons. More than this, never in all the history of America has there been such a back-log of unfilled orders. If war continues—and we hope it doesn't if it can be ended in the RIGHT way—this country will witness during the remainder of this year business activity and consumer buying power such as has never been dreamed of before. Net profits won't be as great as they were in 1928 and 1929, but when it comes to widespread prosperity both of those years—and all others—will look sick by comparison. Even yet the current activity has not sifted down to the consumer, yet retail trade is running from 10 to 15 per cent above last year. BUT—we haven't seen anything YET! In fact, the big money is still to be translated into goods and payrolls. When that happens, hold on! Meantime, work overtime if necessary to sign all the orders you can. Things MIGHT happen which would throw the present and future boom into reverse. The wise plan is to "Strike while the iron is hot!"

WORK - WORK - WORK; SELL - SELL-SELL—

That is the program that should be followed. Intensive selling NOW is all-mightily important.

Jewett E. Picker

THEY MADE THEIR B. E. D.

Nine Salesmen Still Have Perfect B. E. D. Scores

According to last reports received, there are nine members of the sales force who still have perfect scores for business regularity.

HERE THEY ARE

C. I. CHAMBERLAIN
CHARLES CLAYTON
P. C. EARL
CLIFFORD HIGGINS
P. H. KEBOCH
H. R. MESSICK
CECIL NIXON
RYAN S. PERRY
FRED M. STEVENSON

It isn't always easy to refuse absolutely to call it a day without at least one order on your book, but Theodore R. Gerlach, who founded this great business of yours and ours, made it a hard and fast rule, and to this rule he attributed a great measure of his success in life.

THE EARLY BIRDS OF 1941

Standing at End of Eighth Week, February 15th

SENIORS

1. EARL
2. MITCHELL
3. CHAMBERLAIN
4. HARTMAN, J. C.
5. MRS. PETERSON
6. HIMELHOCH
7. SIEGEL
8. CLAYTON
9. KEBOCH
10. KERSEY
11. HIGGINS
12. McWILLIAMS, A.
13. BERCOVIT
14. PERRY
15. HAYNES
16. STEVENSON
17. LIPFORD
18. MOSS
19. LAING
20. HODSON
21. VORES
22. MORRISSEY, D. M.
23. RICKER
24. McNERNEY
25. OLSON
26. MELCHER
27. BOND
28. PITTMAN
29. KASPER
30. MADDOX

JUNIORS

1. ADAMS, S. E.
2. EVANS
3. CLARK
4. MESSICK
5. PHILLIPS, JASPER

$1,000 CLUB

END OF EIGHTH WEEK

*FRED W. BELL
**BENJAMIN BERCOVIT
*****C. I. CHAMBERLAIN
****CHARLES CLAYTON
A. F. COOPER
*******P. C. EARL
*J. H. ETTER
HARRY D. EVANS
G. ROBT. FALLS
J. O. GAMMELL
E. H. GERRISH
W. E. GIBSON
E. A. GILMORE
***H. F. GROTTE
*AMASA HARTMAN
***J. C. HARTMAN
***SAM E. HAYNES
JOE HENDERSON
*WM. C. HERRMANN
CLIFFORD HIGGINS
****LEO L. HIMELHOCH
*SIDNEY A. HODSON
J. B. KASPER
*P. H. KEBOCH
EUGENE KELTNER
*H. J. KERSEY
MRS. A. C. JAHL
J. R. LAING
**R. H. LIPFORD
W. L. McNERNEY
*A. McWILLIAMS
**RUDY MADDOX
**GEO. H. MALONEY
KATHERINE MELCHER
E. E. MEYER
****M. G. MITCHELL
D. M. MORRISSEY
**L. H. MOSS
A. A. MULDREW
OTTO NOELL
***R. S. OSBURN
**R. S. PERRY
***FANNIE PETERSON
FRANK R. RAITZ
*H. F. RICKER
DOC SAGE
*J. M. SAUNDERS
L. R. SHEPARD
*ISIDOR SIEGEL
*E. B. SIERER
*CRAIG SOHN
*F. M. STEVENSON
ESTELLE P. THOMPSON
A. W. VORES
S. C. WHALEN

* Indicates Additional Victory Weeks.

PORTER LORING'S ADVERTISING STILL PAYING DIVIDENDS

Our San Antonio representative, Mr. John L. Smith, promised to send us some more Porter Loring acknowledgment cards in response to Mr. Loring's distribution of "Spirit of America."

Mr. Smith has kept his promise and we have a stack of fine comments from representative men and women of San Antonio—more, in fact than we have space for, so we're just taking four of these at random passing them along to you as representative of scores of those received.

HERE THEY ARE

Permit me to express the opinion of our entire office force in congratulating you on the type of advertising you are doing. America needs more men of your caliber.

PRESIDENT, FINANCE CORPORATION.

* * *

At this particular time in our country's history the scene on your calendar is very appropriate, for it keeps us reminded of the stirring events in the lives of our forefathers who sacrificed so much that men might be free. It is ours today to keep alive that spirit. Your calendar will help to serve that purpose.

SUPERINTENDENT OF HIGH SCHOOL.

* * *

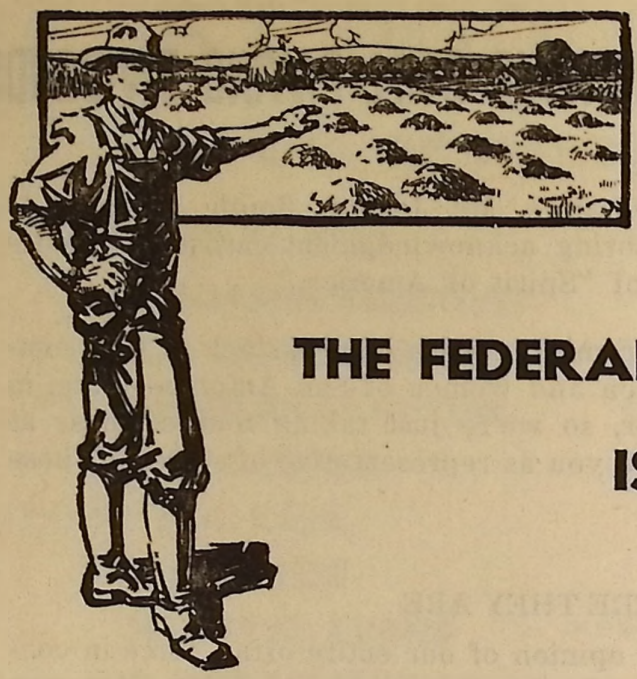
Your new poster "Spirit of America" is TOPS. The fife and drum might soon sound on foreign soil, but they will always be American and the spirit will guard the homeland.

PRESIDENT WHOLESALE FLORAL COMPANY.

* * *

We are all true Americans here and we are proud to let the public know we are. This picture hanging on our office wall tells more than we could express in words to our friends and customers.

MANAGER OF ARMY TRAVEL BUREAU.



THE FEDERAL FIELD IS A FERTILE FIELD

A few Gerlach-Barklow salesmen are cultivating the Federal Savings and Loan Associations with excellent results; other salesmen are passing them up and missing their opportunity for creating desirable new accounts.

As an example of the possibilities in this field, we list half a dozen recent sales to Federal Savings and Loan Associations.

Jim Hartman sold calendars, "Happy Bluebird Family" for $325.

Perc Earl sold special calendars for $525.

Sam Raborn sold "Freedom for All" for $255.

Jim Gilroy sold "Scenes of My Childhood" for $113.

Leo Levin sold "Scenes of My Childhood" for $101.

Eggleston sold "Spirit of America" for $100.

Craig Sohn sold 2400 Bildcost Blueprint Blotters to a Federal Savings and Loan to advertise—

LOANS TO BUILD, BUY OR REPAIR
DIRECT REDUCTION LOANS — F. H. A. LOANS

Trocksell sold 750 Metal Desk Calendars to a Federal Savings and Loan to tell recipients—

"IT'S HOME SWEET HOME IF IT'S ONE OF YOUR OWN"

In addition to the few recent orders above listed, there are dozens of good orders sold to Federal Savings and Loan Associations in amounts of from $25 to $50 each.

Don't pass up these Federal Savings and Loan Associations.

BUSINESS FOLLOWS THE BABY

Yes, a little child shall lead them! for Thomas Toddler has more to do with business than you think. HE decides what the dividend rate will be, what the balance sheet will look like. The rating HE gives your product may mean more in the long run than your commercial rating in the counting houses of the nation.

Baby, multiplied many fold, can sweep your product into the Blue-Book of nation-wide demand. For, as Baby goes, so goes the home. And, as the home goes, so goes the nation.

Homes with children are homes with perpetual emotion.

—Better Homes and Gardens.

* * *

Jack MacKeever says—

YOU CAN'T SELL ANYBODY ANYTHING UNLESS YOU AROUSE AN EMOTION

Gerlach-Barklow Safety Campaigns create business friendships because they arouse in the heart of the parent, a strong human emotion for, as "Better Homes and Gardens" so aptly puts it, "HOMES WITH CHILDREN ARE HOMES WITH PERPETUAL EMOTION."

Show your prospective customer how he can capitalize this great human emotion by advertising with one of our Safety First campaigns.

"Your Home Should Come First — Let Us Furnish It"

That's the advertising copy which Leon Terry uses on S-260 Bride's Cook Books for distribution to Newly-Weds.

We were quite surprised when in recent conversation with a Junior salesman, we were informed that he had never tried to sell the Bride's Cook Book for the simple, though very good reason that he had no idea of the method of distribution. We told him that the booklets were to be kept on hand by the advertiser and sent out one-by-one to brides or prospective brides. He grasped the idea instantly and said "I can sell that number to at least one furniture store in every town in my territory."

And so can YOU if you'll explain the plan to the furniture men and tell them to appoint someone in their organization to clip the engagement and marriage notices from the papers every day.

DEAR MR. MAC KEEVER:

I want to say many thanks for the birthday greeting I received this morning. It really started me smiling, in fact I showed it to my first prospect this A. M. and to add to the occasion he kicked in with the enclosed order for 1200 Class D Mailing Cards. This is a very happy birthday for me, so I repeat many thanks for remembering me on my birthday.

Yours sincerely,

LEON G. TERRY.

LET'S CALL IT A DAY

By JACK DIONNE

I believe a first class prayer for a salesman to begin the New Year with, would be—

"Oh Lord, please help me to keep up my LEG WORK in 1941."

A salesman told me the other day that he had kept a file of our sales editorials during the past several years, but that the one that helped him the most was the one about "Leg Work." He said he was convinced, after trying everything through long years of successful selling, that the chief ingredient in selling success was undoubtedly CONSTANT SOLICITATION. And, in my book, "constant solicitation" must be built primarily on "Leg Work."

So let's review that "Leg Work" idea for a few moments, just by way of starting the New Year off properly. The basis of that theory is that salesmanship is 75% leg work, and 25% head work; that the average salesman who fails to make good selling a proper product, must blame his failure on the fact that he has NOT met a sufficient number of prospects, face to face. Leg work means the ability to keep yourself keyed and pepped up and going strong, long after your instinctive self has said to your other self at least a dozen times: "Boy, let's call it a day."

"It's that "let's call it a day" stuff that keeps so many salesmen hunting jobs, instead of hunting orders. They get tired, weary, disgusted, discouraged, because the going is rough. They make a few calls, and then the wee small voice that says "let's call it a day" gets stronger and stronger. At first they know some mighty good answers to the suggestion, contrariwise. But the voice gets bigger and bigger, and the pro argument weaker and weaker, and pretty soon they blow the whistle—mentally— and quit the drive.

When that happens, the salesman doesn't give the shorter half of the sales partnership—the 25% head work—a fair chance to make good. This 25% is divided into several very important departments, such as a tactful approach, a likeable voice, a warm smile, a firm hand grip, an interesting manner, and the ability to tell your story tersely and interestingly, and leave when you get through. The biggest single thing in that head work department of selling is knowing what you have to sell, knowing more about what it means to the prospective purchaser than he does himself, and being able to show how it can serve him, in new and novel ways if possible. Head work aims at creative selling—not peddling. But a plain peddler who is strong on the leg work, is very likely to outsell a brilliant salesman who calls it a day, too early.

It looks like 1941 is going to be primarily a selling year. And when the year ends there is little doubt that most of the biggest plums will go to those salesmen who depend on leg work and constant solicitation for their best results. Selling success can never, will never be a matter of hours of service. Success can only be interpreted in terms of results achieved.

They tell the story of the train wreck. And when they pulled the optimistic traveling salesman out of the wreck he saw that one of his legs was gone. "Well," said the optimistic salesman, "thank God it was the one with arthritis."

(From the Gulf Coast Lumberman)
Thanks to Clyde Estes.

MAC'S HATS ARE APPRECIATED

Thanks a lot for that $5 check. It will be a pleasure to wear a nice spring hat at your expense, but the greatest pleasure comes from being a winner.

FRED W. BELL.

* * *

Now I'm going to sport a new hat with your $5 check won for Business Every Day, and I certainly needed it too. Thanks a million for all these fine things. My new order-book cover is fine.

C. I. CHAMBERLAIN.

* * *

Thanks so much for the $5 check. Believe it or not, it went for a dandy new spring topper.

EARL E. CALLAWAY.

* * *

A million thanks for the order-book cover. I'm very proud of it and hope I can make another "Grand" before the end of the contest.

KATHERINE MELCHER.

* * *

Just received your check for the new hat—also the fine order-book cover. Only wish I could have had a lot more volume and orders.

CLIFF HIGGINS.

* * *

Received your letter and check for making B.E.D. and assure you it was a pleasure to serve you in this manner.

J. B. KASPER.

* * *

Thanks a lot for the $5 hat check. Now that I have my Orange Quota made, my hat won, and am near the top in the Early Bird Contest, I'm wondering what the Spring Contest will be.

MARVIN MITCHELL.

* * *

The hat check was received promptly. Thanks very much; I think it was a good trade and I had a lot of fun working up that trade.

EUGENE KELTNER.

* * *

Thanks a lot for the $5 for a hat. I'll surely buy one with it just as soon as I can find one that won't make me look like a picture in the funny paper. I need one very much.

FANNIE PETERSON.

* * *

Thanks for the check for the hat. As it so happens, my favorite clothier was having his annual Dobbs half-price sale so your dollars really did double duty and I picked up a very tricky green creation on the "ten-for-five" plan.

HERMAN F. GROTTE.

* * *

I'll take the B.E.D. check you sent me and buy me a hat—but I'll have to have a calendar order from the store that sells me a hat or no sale. I'm still B.E.D.

CECIL NIXON.

* * *

Had a very pleasant surprise tonight when I received your good letter and the check for a new hat. I have the hat all picked out and will be wearing it tomorrow.

FRED M. STEVENSON.

George W. Carson

1869 -- 1941

GEORGE WASHINGTON CARSON, veteran Gerlach-Barklow representative in eastern Ohio with a record of service dating back to the Company's first year in business, died Friday morning, February 14th, at his home in Youngstown following a lengthy illness. Funeral services were held Monday, February 17th, at the Weller Funeral Home in Youngstown, after which the body was removed to Cleveland for cremation.

Surviving him, are his widow, Mrs. Minerva Carson, a son George W. Carson, Jr., and two granddaughters.

Attending the Company's first sales convention, held in Joliet in December, 1907, it was necessary for him to leave several hours before adjournment in order to make train connections. As a result he unwittingly gained the distinction of having taken out the first sample outfit from the small new factory which then housed the infant company.

Subsequently he carried the line for several seasons and then entered the musical instrument business. However, the "bug" of calendar-selling was in his blood to stay, with the result that in 1920 he returned to it to remain continuously until last Fall when ill health forced him to retire from further active service.

Faithful and loyal to his customers, his Company, and himself, he will be missed from his territory equally as he will be from his accustomed place in the G-B family circle.

THERE'S NO PLACE LIKE HOME
And There's No Place Like

THE FIRST NATIONAL BANK

FOR

HOME LOANS

To Build, To Buy, To Finance

1941		FEBRUARY				1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	-

What you THINK means more than anything else in your life. More than what you earn, more than where you live, more than your social position, and more than what anyone else may think about you.

—George Matthew Adams.